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Public Comments on Comment Sought on Measures Designed to Assist U.S. Wireless Consumers to Avoid "Bill Shock":=====

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It seems to me that the data plans charges are an easy cash generator for the wireless companies. For example on Verizon you either pay 1) \$9.99 for 25 MB and \$0.20/MB overage or 2) \$29.99 unlimited and no overcharges. So once the person on plan 1 uses more than 125 MB of data it is just money in the bank since it doesn't cost Verizon more than \$29.99 per phone.

I think the simplest thing is once the data limit is reached; data for that device for the rest of the billing period is shutoff.

As a compromise I also would suggest a tiered plan. For example 0 MB/25 MB/unlimited - regardless of phone model. The user could pick their data plan. Once the user reaches the limit for that billing period the data would be shut off, and the user would be automatically moved into the next higher data plan for the next billing period. To move back down, it would require 2 or 3 months of not exceeding the data requirement to return to the lower price point.